



Fact Sheet for the First 5 California Early Childhood Oral Health Initiative January 2004

Goal: To significantly reduce the incidence of dental decay in young children through age 5 including children with disabilities and other special needs.

This \$10 million initiative supports two major projects: Insurance-based Oral Health Demonstration Project and First 5 Oral Health Education and Training Project. This Fact Sheet provides general background information on both efforts and reports on their current status. If additional information is needed, please contact Barbara Marquez at the First 5 California office (916-324-7783) or via email at bmarquez@ccfc.ca.gov.

Insurance-based Oral Health Demonstration Project

Background information: Working with Managed Risk Medical Insurance Board (MRMIB), dental and health plans of the Healthy Families Program will coordinate with County Commissions and partner with dental providers, pediatric care providers, clinics (safety net), dental schools and others in their provider network to test innovative ways to:

- Increase the utilization of preventive dental benefits among young children;
- Increase the capacity of medical and dental providers to serve the oral health needs of young children (including children with disabilities and other special needs); and
- Increase the access for young children in rural, frontier and other underserved areas to dental services.

Funding: A total of \$3 million of First 5 California funds to support demonstration projects over a 3-year funding period. These funds will leverage an additional \$6 million in federal matching funds

Project Status as of January 2004: After reviewing the 51 proposals submitted for the demonstration project funding in July 2003, MRMIB selected 21 proposals:

Delta Dental -- 16 projects
Access Dental -- 3 projects

Health Plan of San Joaquin -- 1 project
Santa Barbara County Health Plan -- 1 project

The projects will offer a range of services, ranging from educational and preventive care to restorative treatment. A project roster is attached and it offers a brief description of each project. It is anticipated that these 18-month projects will begin in February 2004, once matching federal funds are officially secured.

For additional information on the Insurance-based Oral Health Demonstration Project, contact Mauricio Leiva (916-445-2107) or Alice Trujillo (916- 323-4138) at MRMIB.



Early Childhood Oral Health Education and Training Project

Background information: The Education and Training Project has two major emphases:

- Provider Education and Training Program targeted to reach 75 percent of the general dental provider community and 50 percent of the primary care provider community
- Consumer Oral Health Education Program targeted to parents, caregivers and other health and human service providers working with young children

Funding: Approximately \$7 million will support this statewide 4-year project, of which \$1 million will be specifically designated to support the Consumer Oral Health Education Program.

Project Status as of January 2004: Through a competitive bid process, First 5 CCFC awarded a contract to develop, implement and evaluate the Education and Training Project to a joint venture between the California Dental Association Foundation and the Dental Health Foundation. This joint venture represents an unique partnership which should prove to be successful in reaching medical and dental providers in both the private and public sectors. The project will coordinate with County Commissions and work with the following partners:

Schools of Dentistry in California
California Dental Hygienists' Association
Dental Assisting Association
Kaiser Permanente
Local Dental Societies
UCSF School of Nursing
California Primary Care Association

California WIC Association
California Head Start Association
Children's Hospital, San Diego
Health Trust of Santa Clara County
Alameda County Health Department
Molina Health Care
UOP Center for Oral Health for
People with Special Needs

The education and training programs and services of this project will be offered in local, regional and statewide settings as well on-line. The Project will be offering training on the promotion of early childhood oral health and the prevention and treatment of Early Childhood Caries in young children. These trainings will be offered in a variety of different formats, including:

- 1 and 2 hour in-person training
- Full day in-person training
- 2 hour web-cast training sessions
- Modules for distance learning training
- On-line educational materials and oral health resources
- Consumer education resources

Once the Project commences in February 2004, the Co-Project Directors may be contacted to discuss your interest and ideas.

- Jon Roth, Executive Director, California Dental Association Foundation
(916) 443-3382 ext. 8450 or JonR@cda.org
- Wynne Grossman, Executive Director, Dental Health Foundation
(510) 663-3727 or wgrossman@pacbell.net